

## **2010 JOBS Projects Summary**

### **Appleton Public Library, Meg Shriver**

**Partnering Agencies:** Fox Valley Technical College; LEAVEN, Fox Cities Chamber of Commerce.

#### **Needs Assessment:**

Unemployment went up 4.3% from 2008 to 2009 and is now at 8.5%. 600 jobs were lost when the paper mill in Kimberly closed in 2009. Local charities are experiencing record client use, and the food pantry had a 28% increase from 2008 to 2009. LEAVEN, a local non-profit that assists people whose basic needs can't be met elsewhere served 1,307 new clients in the first seven months of 2009.

State and local organizations offering job searching help are doing their best to address the need but their hours are limited and help is not available on weekends or during evening hours.

#### **Project:**

This project will create a Job Center called "Job Spot" within the library and provide training for the public that will cover job searching, interviewing skills, and succeeding in a new job. Job Spot will have employment related software and a workstation with a webcam and scanner. The Job Spot will also have training and instructional media for job seekers.

#### **Training**

Training will be provided for librarians to better help job seekers in Appleton and the whole System. There will be 3 staff/public training sessions open to the whole library system. Training for the public provided by library staff and staff from the Fox Valley Technical College.

DVDs will be purchased to address issues such as job searching, interviewing, resume and cover letter writing, keeping and getting ahead in a job, workplace etiquette, networking, what to do when a person is fired

#### **Job Software Used: OptimalResume**

One feature of the OptimalResume software is that it allows users practice answering interview questions. They record themselves using a webcam and then play it back to see to brush up or improve their interview skills. The skills assessment section helps workers who are changing careers find the right fit. Patrons can access the software from offsite.

#### **Collaboration:**

The county does have an active Workforce Development Center. Its available hours are limited to 8a.m.-4:30p.m. on weekdays. It provides services for jobseekers who are primarily self-directed. The hours do not fit the needs of jobseekers with only evenings or weeks free. The self-directed services are not useful to people who have limited computer skills or who need one-on-one instruction to get started. Public libraries are an essential resource for jobseekers who do not have computer or Internet access and who need instruction in computer use.

Partnering agencies will help get information out to their clients about the Job Spot.

#### **Evaluation:**

The library anticipates serving at least 100 patrons and that 75% of the materials will be used.

## **Arrowhead Library System, Ruth Ann Montgomery**

**Partnering Agencies:** Rock County Workforce Development, Community Action, Wisconsin Women's Business Initiative Corporation

### **Needs Assessment:**

GM and supporting businesses closed so unemployment for people who had been making good wages is high. 5.4% unemployment in 2008 went to 14.1% in 2009. State average is 8.2%. Beloit has 18% unemployment. Janesville's population living below the poverty level nearly doubled from 6.5% to 12.7% between 1999 and 2006. Rock County has the highest unemployment rate in the state. When workers do find jobs they often pay much less than the workers made in the past, changing their complete economic situation.

Unemployment benefits are running out for many families in the county. Many middle class families have no idea of what assistance is available to them and have never used the services in the past (food stamps SNAP, free and reduced lunch at school, food pantries, public health insurance, etc.) Librarians anticipate they will be dealing with more people who are stressed, angry, and depressed with little patience, making them difficult to accommodate.

Workers come to libraries and use computers to file unemployment applications, create resumes, and complete job applications. Libraries are challenged to supply enough resources on resume writing, GED prep materials, interview skills and other job seeking skills. There is a significant loss of these resources by first time adult users who are not returning their materials. Electronic resources prevent theft, but also limit access.

Librarians at 5 of the 7 libraries monitor educational and job exams that people take at the library. They are often told to have a librarian monitor their test taking by educational programs or employers.

### **Project:**

Project will provide Job Skills training, computer classes, resume workshops, and help with starting a business. The training continues that which was started in 2009 and new partnering agencies will provide the training for starting a new business.

A designated computer will be purchased for all libraries to be used for employment related work and employment training software.

### **Training**

Training for librarians—stress reduction staff, dealing with patrons who are stressed, poverty simulation, training on how to conduct computer classes.

Staff have requested workshops to help them deal with the stress of working with their patrons who express more and more often a sense of hopelessness. They requested poverty simulation to help understand the problems their patrons are experiencing, and instruction on conducting computer classes for job seekers. Several collaborating agencies are anxious to have their staff participate in the continuing education workshops.

### **Collaboration:**

Workforce Development and Community Action agencies are experiencing significantly heavier case loads than in the past and have requested assistance from the libraries.

There is also a need for information for workers who are unemployed, who want to start their own businesses. The Wisconsin Women's Business Initiative non-profit organization will offer classes on "Starting Your Own Business."

### **Evaluation:**

Attendance at training sessions will be tracked. Attendees will complete session evaluation forms, with 80% positive response anticipated. It is anticipated that 120 people will attend the sessions.

At least 20% of class participants will indicate they were referred from a partnering agency.

Increased circulation of job related materials.

**Eastern Shores Library System, Sue Potter**

**Partnering Agencies:** County Job Center; Tech Colleges; UW Sheboygan, high school teachers, Great Lakes Training and Development Corporation; Workforce Solutions of LTC

**Needs Assessment:**

Sheboygan's unemployment rate was 12.1% in July 2009, Ozaukee County's rate was 7.9%. Outlook is not good. One large employer expected to cut 200 jobs before the end of 2009, and many other smaller businesses are downsizing. State indicates Sheboygan County is among the top 5 counties with rising unemployment rates.

All libraries report working with people looking for employment. Sheboygan County Job Center reports being overwhelmed with clients. Job Center staff said workers are going to need more than a high school diploma to get a job as the manufacturing jobs that do exist change and become more specialized. He hopes libraries will provide classes in interviewing skills, resume and cover letter writing, basic computer skills, Microsoft Office and Internet skills.

**Project:**

Project will provide training with the purchase of a portable computer lab with 5 laptops. Will offer at least 20 workshops, 10 will be in Sheboygan.

**Job Software Used:** LearningExpress

**Collaboration:**

Trainers will include Job Center staff, as well as staff from tech colleges, UW-Sheboygan and high school teachers

**Evaluation:**

Records will be kept on the 20 sessions including evaluations by participants.  
Use of LearningExpress will be tracked.

**Fond du Lac Public Library, Ken Hall**

**Partnering Agencies:** Fond du Lac Job and Career Center, Moraine Park Technical College

**Needs Assessment:**

Unemployment rates for both the city of Fond du Lac (11.4%) and the County have more than doubled from 2008-2009 and the rate is higher than the state rate of 8.2%. Fond du Lac County has generally had a manufacturing-based workforce, so the transition to other professions has produced the need to provide patrons with information on basic computer skills that they need to find and be successful in new jobs.

Circulation has increased 4%-18%. There has been a substantial rise in the demand for computer access. Many more people are using the computers to apply for jobs and use software to write resumes and cover letters.

**Project:**

Project will allow library to get a portable computer lab with 12 computers. The library will use the lab to provide employment training to the other smaller libraries in the county. The 2 VISTAS will organize classes and training sessions in the whole county. Some classes will be in Spanish. Classes will be on job searching on line, Microsoft Office Suite, resume writing, cover letters, mock interview sessions and financial literacy. Users will be surveyed as part of the evaluation process.

Fond du Lac will continue to develop its Jobs Website and have that be the homepage for the computers in the portable lab.

**Collaboration:**

The trainers will be 2 Fond du Lac Public Library librarians and volunteers from the Moraine Park Technical College.

**Evaluation:**

Will track use of the computer lab using a sign-in sheet.

All libraries will use the computer lab to either host classes or extend the number of workstations they have for people working on employment-related activities.

People attending classes will be asked to complete an evaluation of the course.

Anticipated that there will be at least 9 people at every training session.

**Indianhead Federated Library System, Leah Langby**

**Partnering Agencies:** Job Centers and Job Service, UW-Extension, Technical Colleges

**Needs Assessment:**

Rust County has the 3<sup>rd</sup> highest unemployment rate in the state and Price ranks 5<sup>th</sup> highest. Polk is in the top third of counties with highest unemployment. Unemployment rates have more than doubled in these 3 counties since June 2009. Current library computer classes average 10-20 attendees.

Many displaced workers were employed by manufacturing facilities. They need to improve their job skills. Many want resources to practice their computer skills independently.

**Project:**

Will buy LearningExpress. DWD coordinator in St. Croix and Pierce said her clients want resources to practice their computer skills independently. LearningExpress can be accessed from off site. The Job Centers are anxious to have this available to them in their offices so they don't have to buy the subscriptions for the Job Centers.

System will work with radios to create ads that help people know Learning Express is available.

System will provide CE training to help libraries with how to make media presentations and how to provide simple, low cost local programs for families experiencing economic challenges and hardships. Will have a webinar on Learning Express.

Will continue to develop and promote the Jobs Website.

**Job Software Used:** LearningExpress

**Collaboration:**

They anticipate at least 100 referrals from Job Centers and Job Service. These agencies will surveyed to get at the number of referrals made.

**Evaluation:**

Will electronically track use of LearningExpress and summarize monthly, anticipate 150 uses each month.

Will track number of news articles and paid ads in media to evaluate the publicity campaign.

25 libraries will host at least one program that addresses people affected by the economic downturn.

Will track the number of hits for the System's Jobs web site, anticipate 100 hits per month

Want to have at least 20 participants in the staff training webinar on how to use LearningExpress and have 80% plan to use it with their patrons.

30 libraries will have at least one idea of an inexpensive program they can host for people who are looking for jobs

As a result of attending the training session. A postcard will be sent 3 months after the workshop reminding them of the idea they thought they could implement.

25 libraries will host a program during the project year and will be surveyed on their activities at the end of the project year.

**Madison Public Library, Tana Elias**

**Partnering Agencies:** UW-Madison Writing Lab, Dane County Job Service, Meadowwood Community Center, Goodman Community Center, Urban Leagued of Greater Madison, Madison Community Foundation

**Needs Assessment:**

Unemployment rate is 6.5% in June 2009, an increase of 3% from 2008. Building on successful 2009 project. 100% of participants found the sessions helpful in 2009.

A successful job assistance program with data will help the library advocate for long-term for political and economic considerations. Data and anecdotes gathers as a result of the LSTA Jobs grant will be relevant in seeking additional sources of funding or support through donations and future grants or partnerships.

**Project:**

Library will offer drop-in job training sessions and expand to Meadowridge, South Madison and Pinney branches because of the high unemployment in those areas.

Will offer 120 session for 3 hour time segments at the four locations (includes downtown)

- 15 sessions on job seeking skills and computer skills related to job seeking

- 4 on job related Internet training in Spanish

The library will offer a children's program during the training sessions so that child care is not an obstacle.

- Buying more job skills and career exploration resources

- Will continue to use their VISTA worker

**Job Software Used:** LearningExpress

**Collaboration:**

Some funding will come from the Madison Community Foundation.

**Evaluation:**

Will track user satisfaction at each session and also will follow up to see if they found jobs.

Will track circulation and expect materials to circulate at least 5 times each.

Also surveying partnering agencies to determine the success of the collaboration.

**Manitowoc-Calumet Library System, Jeff Dawson**

**Partnering Agencies:** Fox Valley Technical College in Calumet County and Lakeshore CAP in Manitowoc County

**Needs Assessment:**

Manitowoc and Calumet counties have unemployment rates of 10.9% and 8.8% respectively. (State Average is 8.2%). There is also a high degree of significant under-employment for the workers who do have jobs. The workforce is skilled in industrial trades and agriculture but not in information technology.

**Project:**

Will allow part-time library workers to expand their hours by working on the Work Skills Training Program. It will provide computer and job searching skills, using a portable computer lab. Each library will offer 3 workshops for the public. The lab will stay at each library for 4 weeks after the workshop to allow for one-on-one training. Three librarians will expand their hours to work with the patrons using the lab and will be trained by Fox Valley Technical College to learn to teach basic computer classes, job searching skills, and Learning Express software. System will further develop its Employment Help web page.

**Job Software Used:** LearningExpress

**Collaboration:**

Partnering agencies will encourage their clients to attend the classes.  
Fox Valley Technical College will provide training for the librarians.

**Evaluation:**

Plan to have at least 4 people at the 18 workshops.  
Participants will complete a satisfaction survey.  
Libraries will track usage of Learning Express.

**Milwaukee Public Library, Christine Arkenberg**

**Partnering Agencies:** Milwaukee Area Technical College Job Shop, Workforce Investment Board, United Migrant Opportunity Service, Goodwill, Guesthouse of Milwaukee

**Needs Assessment:**

Unemployment rate for City of Milwaukee is 12.3% as of June 2009. In 2008 the unemployment rate was 6.7%. If the figure included workers who are too discouraged to look and those who took part-time jobs, the rate would be 20%. 24.4% of city residents live in poverty. 21% do not have a high school diploma.

**Project:**

Continue Job Assistance Drop In Centers Currently in central library and 6 branches. Forest Home offers bi-lingual services in English and Spanish. Sessions are 3 hours long and have either 1 or 2 staff people available. Hire outside trainers and library trains them. The labs were originally established in 2006 with private grant funding. Will include training on Good Work Ethics and Team Work.

This project helps raise the visibility of the library in the community by promoting our services in new places and with other agencies that provide services to people who are unemployed.

**Collaboration:**

Publications and information about the partners' programs will be available in the job labs. Library staff will contact each partner regularly during the grant period.

**Evaluation:**

Use of the job drop-in labs will be tracked.  
Users of the job drop-in services will be asked to complete an evaluation form.  
Partners will be asked to indicate their level of satisfaction with the partnership and report any feedback they hear from their clients.



**Northern Waters Library System, Jim Trojanowski**

**Partnering Agencies:** Workforce Development Area 7 in Superior

**Needs Assessment:**

Unemployment in state was 8.2% in July 2009 in the eight Northern Waters counties the rate is 9.3%. Ashland and Iron counties have double-digit unemployment rates at 10.4% and 11.4%.

While DWD offers assistance to job seekers, distance is a barrier to those who may want to use the services. The Northwest region covers more than 10, 600 square miles with seven staff people working from four offices. No other region serves more than 8,560 square miles with fewer than ten staff people. Five of the system's counties do not have DWD locations—Bayfield, Iron, Sawyer, Vilas, and Washburn. Lack of transportation can make it difficult for job seekers to get help. Public transportation in much of the area is limited or non-existent.

**Project:**

Put resources in 28 libraries in the System, 13 books and videos for each library, add electronic resources. The resources should be used 100 times a month.

Provide DWD with a place to provide drop-in service outside of their service centers, making library space, wireless Internet service, and resources available to them. Each outreach site will have 2 hours of DWD staff time per month and help at least 4 job seekers at each location every month.

**Job Software Used:** LearningExpress

**Collaboration:**

DWD trains librarians to help job seekers and the System staff trains DWD staff on using the shared catalog and LearningExpress subscription.

**Evaluation:**

Track circulation and use of new resources.

DWD will meet with at least 4 clients each month at each location

**South Central Library System, Jean Anderson**

**Partnering Agencies:** MATC, UW-Madison Writing Lab, Workforce Development Boards, Dane County Job Service

**Needs Assessment:**

Unemployment rates vary from 5.9% in Dane County to 9.2 in Green County.

**Project:**

Provide patron training with computer tutorials and business and career related resources

Will hire trainers to provide sessions for the public at the libraries using the 2 mobile computer labs the system owns LearningExpress

Will purchase Business and Career titles through OverDrive to provide more digital audio titles

**Job Software Used:** LearningExpress

**Collaboration:**

UW-Madison Writing Lab and MATC will provide the lab instructors

Cooperating agencies will refer clients.

**Evaluation:**

3 workshops for librarians for at least 70 people and will record them so they can be accessed later

20 training sessions at 20 locations for at least 300 people

1000 uses of LearningExpress

50 OverDrive Business and Career titles will be ordered and usage will be tracked

**Southwest Library System, Krista Ross**

**Partnering Agencies:** Southwest Technical College, Wisconsin Farm Center, Job Center

**Needs Assessment:**

Major industries are agriculture and manufacturing. Many of the manufacturing companies have closed or relocated. Farmers face historically low prices for their products and rapidly increasing production costs. As a result many full-time farmers are looking for employment off the farm to supplement their income. Even when the economy improves the workers who are unemployed will still face challenges. The manufacturing plants will not open and farmers who lose their farms will not be able to start over in farming. Many workers lack the skills needed for 21<sup>st</sup> century jobs. The unemployment rate is 8.5%, slightly higher than the state unemployment rate in July 2009 of 8.2%..

Librarians are reporting increasing numbers of job seekers who have no computer skills at all coming to the libraries for help. Often they need help to complete on-line forms to get benefits and don't know how to use a computer mouse much less the Internet. Librarians are overwhelmed with the demand for resources and for staff time.

The county job agencies are overwhelmed with demand. There are few social service agencies in our area equipped to deal with the need.

The Wisconsin Farm Center points out that farmers are not eligible for unemployment compensation. They have limited opportunities, because of geography and lack of Internet access in rural areas, to access job centers, technical colleges and universities where employment assistance and other resources are available. Fewer than 30% of the farms in the area have functional Internet access.

**Project:**

Will offer a series of classes on basic computer skills and using the Internet to find jobs.

**Collaboration:**

Southwest Tech will provide instructors.

**Evaluation:**

25% of participants will feel they have gained skills.

50% of libraries will report more use of library computers by class participants.

**Waukesha Federated Library System Ranked #4 of 12**

**Partnering Agencies:** Workforce Development Center, Small Business Center, Waukesha County Technical College, and La Casa de Esperanza

**Needs Assessment:**

Unemployment rate is 8.5% (State is 9.5) the rate in 2008 was 4%. This means 15,308 people were unemployed in 2008 in the county and now there are 32,529.

Librarians indicated in a JOBS survey of employment related demands on the reference staff, that there continues to be a need for people to improve general job and computer skills. They said that they still needed Learning Express which they had access to in 2009 using LSTA funding and they wanted to continue to offer local classes for the public. People coming to the library for employment related services have time constraints, transportation issues and other barriers that prohibit or limit their access to the Workforce Development Center.

**Project:**

Will offer classes in resume writing, interviewing tips, networking, job searching, and entrepreneurship at 12 of the 16 libraries in the county. Instructor will be a reference librarian. They will also demonstrate Learning Express.

Will buy LearningExpress subscription, including the Spanish version.

**Job Software Used:** LearningExpress

**Collaboration:**

Staff from both the Workforce Development Center and the WCTC Small Business Center agreed to present classes at the libraries on resume writing, job searching, interviewing, networking, and entrepreneurship. They agreed that they would reach more people offering classes through public libraries than they are currently able to do at their own locations with the limited hours they are open to the public.

**Evaluation:**

Attendance at sessions will be tracked and participants will complete an evaluation.

Participating partnering agency staff will be able to demonstrate LearningExpress to their clients.